

# Hampton Springs

Florida's most beautiful  
year 'round retreat



125  
72321

# Hampton Springs Club and Hotel

Hampton Springs (*Taylor County*) Florida

— *now under new ownership and management* —

Beyond doubt the most beautiful, informal retreat in all Florida—located on a branch of the enchanting Fenholloway River near the Gulf of Mexico—and nestling in a large estate of landscaped and wild palms, pines, live oaks, magnolias and a profusion of semi-tropical flowers and shrubs.

*Golf*

*Tennis*

*Horses*

*Fishing—*

salt and fresh water  
on the Gulf or Rivers

*Hunting—*

deer, wild turkey,  
quail, duck, geese in  
great numbers

*Camping and Hiking*

*Dancing*

*Casino*

*Wonderful Food*

our own dairy, poultry farm  
and vegetable garden

*Quiet and Rest*

on wide, shaded verandas  
and under spreading  
trees

*The famous Hampton*

*Sulphur Springs*

*Swimming Pool*

*Sulphur Baths*

Steam and Tub, or Shower

*Canoeing and*

*Motor Boating*

on the Fenholloway and  
Econfena Rivers and  
the Gulf of Mexico



# Hampton Springs Properties, Inc.

*Hampton Springs Club*

*Hampton Springs Hotel*

*Hampton Springs Sulphur Water*

ARNOLD JOERNS, President

CHARLES E. HESSON, Vice-President and Manager

SAM J. TURNES, Secretary and Treasurer

*~( Properties at Hampton Springs, Florida )~  
Executive Offices, Wrigley Building, Chicago*





There is something about it that is hard to describe—just sort of gets you, and you fall in love with it.



## Hampton Springs, a Private Club and Transient Family Hotel of Superlative Advantages, Bids You a Royal Welcome with True Southern Hospitality

IT GIVES us pleasure to announce that the Hampton Springs property has passed, under a 99 year lease, from the Oglesby family of the South Georgia Railway to a financially strong group headed by Arnold Joerns and his associates, Sam J. Turnes and Charles E. Hesson.

This will be interesting to the many who, for years, have benefitted from Hampton Springs Sulphur Water, and who have enjoyed the remarkable year 'round climate of this beauty spot.

Our program, already under way, for the rehabilitation of this property, is ambitious, and will, we confidently believe, make Hampton Springs the most delightful year 'round retreat in Florida, especially for folks who prefer rest and comfort and outdoor sports to social display.

*Charles E. Hesson, New Manager*

We are happy that we have secured as manager of the Club

and Hotel, Charles E. Hesson. Mr Hesson is well known, both North and South, as a competent, experienced and congenial Club and Hotel Manager. He started in this profession with the old Advertising Association of Chicago fifteen years ago, later becoming manager of the Chicago Automobile Club. After his war service Mr. Hesson became manager of the Buffalo Lithia Springs Hotel in Virginia. Later he was manager of the Evanston Golf Club. In 1924 he opened and was the first manager of the Belden-Stratford Hotel in Chicago; and then became manager of the Edgewater Golf Club of Chicago. Mr. Hesson has been a personal friend of Mr. Joerns and Mr. Turnes for fifteen years. His ability is unchallenged. No Club or Hotel is ever more successful or congenial than the ability, integrity and personality of its Manager permits. As the new Manager of Hampton Springs, Mr. Hesson has unhindered authority and the unlimited confidence and support of this Corporation.

*Hampton Springs Properties, Inc.*





Step from the Club and Hotel grounds into your boat and speed through a veritable fairyland of foliage twelve miles to the Gulf. The Club will have over-night Lodges for the hunter and fisherman with an unsatiated appetite for sport.



## The Hampton Springs Hotel

**W**ITHOUT closing for repairs, the Hotel will continue to serve guests who stay for a day, week, month, or who make Hampton Springs their permanent residence. Men, women and children of refinement are cordially welcome. The many regular patrons, mostly from the old South, will find evidences of improvement in service and surroundings which we confidently trust will merit their hearty approval.

Because many members of the Club will require reservations for the coming season, it is suggested that guests write or wire at their earliest convenience contemplated date of arrival. Present indications are that Hampton Springs will be filled to capacity. Telegrams for reservations will be promptly answered.



### *Rates*

Rates at the Hampton Springs Hotel vary from \$4.00 a day to \$7.50 a day American plan. This includes room and meals. Rooms may be had with or without private bath. Special rates by the week or month. Special family rates.

## The Hampton Springs Club

**P**ART ownership in the valuable Hampton Springs properties and special Club privileges will be enjoyed by those who become Members. Membership is by invitation, and is rigidly restricted. Club Members pay no green fees, enjoy free use of tennis courts and swimming pools, and receive a reduction of 20% on their hotel bill. They also participate in the profits of the Hotel and in the extensive sale of the famous Hampton Springs Sulphur Water.

For the benefit of Club Members and their guests 80 acres of wild land has been acquired on the Fenholloway River near the Gulf of Mexico. Here is now located a branch Club House where hunting and fishing parties are accommodated with meals or lodging. It is intended to rebuild this Lodge. The new building will be of logs, with ten bedrooms, each with private bath, and a commodious lounge and dining room.

The Club also has arranged to acquire 3,000 acres on the Gulf including the mouth of the Econfena River. Here another similar rustic Lodge will be built.

Club Members can reach either the Fenholloway or Econfena Lodges by automobile, or directly by motor boat from the Main Club Grounds at Hampton Springs. It is a delightful 12 mile motor boat trip from Hampton Springs down the picturesque Fenholloway River, and up the expansive Gulf of Mexico for ten miles to the mouth of the Econfena.





West view of main Club House. Most Clubs have to wait for a considerable membership before starting to build, but the Hampton Springs Club was complete and ready before the first membership invitation was extended.





The scenic Dixie Highway as it passes through Taylor County.

## Taylor County Leads in Hard Roads

*The Gulf Coast Scenic Highway and five other Hard Surface Automobile Roads are now under construction.*

IF THIS section of Florida has been neglected in the building of Hard Roads, it is so no more. The Dixie Highway is paved through Taylor County. A paved road leads from Hampton Springs to Perry and through the county toward Jacksonville. A new paved highway is under construction from Hampton Springs to Tallahassee, the state capitol, about forty miles away. Another new paved highway is under construction from Perry due North. Several lateral roads are under construction or authorized. The new Gulf Coast Scenic Highway from Pensacola to Tampa is under construction and will pass close to Hampton Springs, and through our Club property near the Gulf. In all, six hard surface roads are under construction in the county, and shortly Taylor County will have more and better hard roads than almost any other County in the South.

*The automobile roads leading to Hampton Springs from any direction are in first-class condition. To motor here is a pleasure.*

Members and Guests driving through are advised to get newest road map from their Automobile Club or to purchase an Automobile Blue Book. Or we will gladly send Route Map on request.





The main building is about 300 feet long. Its wide verandas and the cool shade of the giant trees radiate an atmosphere of peace and informal contentment. So often folks come for a week, only to remain a month—and to come again.





## Golf and Tennis

AT PRESENT the Golf Course at Hampton Springs is a nine-hole course. Under the direction of Simonds & West, of Chicago, nationally known landscape architects, the present nine-hole course is being improved and will be in playing shape by October first. By next fall the second nine should be available, and we then plan to have an eighteen-hole course of which we can be proud. Unlike other sections of Florida, grass grows prolifically here as this is a natural grazing country. Our aim is to have the finest fairways and greens in the State, a championship course, sporty and interesting.

The Tennis Court at Hampton Springs, made of cement, is now being put in first class shape. It is planned to build an adjoining court and to make tennis one of the favorite sports of the Club and Hotel.

## Aviation Landing Field

With the growing popularity of air travel, we subscribe to the recommendation of Will Rogers that golf clubs be marked as aviation landing fields. This we will do, and more. Thus members and guests may travel by air to Hampton Springs. Also people flying from New York, Chicago, or other eastern, western or northern points to Palm Beach, Miami, St. Petersburg, Tampa, or other south Florida points or to Cuba, Mexico, or South America will find Hampton Springs a well located, logical and delightful stop and refueling station.





Tennis the year 'round in the shade of pines and palms and giant oaks. Left to right: Miss Dorothy Reeves of Maplewood, New Jersey, playing Mr. Rudolph Robinson of Lake Shore Drive, Chicago.





The Econfena River—where the Club will own miles of River and Gulf frontage, a 1,000-acre Game and Bird Sanctuary, and a 2,000-acre Hunting and Fishing Preserve. A comfortable but rustic over-night Lodge will be built here soon.





## The Stables

ANOTHER new feature of Hampton Springs is our stables. Horseback riding is a favorite sport. Many miles of bridle paths will be provided through the charming semi-tropical forests and along winding streams.



## Camera "Shooting" in a Bird and Game Sanctuary

TO MRS. C. W. MELCHER of Hinsdale, Illinois, one of the first Members of the Hampton Springs Club, belongs full credit for a beautiful plan that we believe will come to mean much to nature loving Members and their families.

In connection with the abundantly stocked 3,000 acre Game Preserve to be acquired by the Club at the mouth of the Econfena River and the Gulf, Mrs. Melcher suggests setting aside 1,000 acres as a Bird and Game Sanctuary. Without exception, the Members have loudly approved the novel idea.

Here bird and animal life can be studied in its native

haunts, moving pictures taken, or still photos if members are camera fans.

This tract is today abundantly stocked with deer, rabbits, squirrels, turkey, quail, wild geese, ducks and an innumerable variety of small birds. Here the American eagle can also be frequently seen. Tall pines, stately palms, oaks and other trees, and a wild profusion of flowers abound. It is a veritable botanical paradise.

To have this large tract, a thousand acres, permanently dedicated as a Bird and Game sanctuary, forever protecting bird and game life, will give the Hampton Springs Club a notable feature.

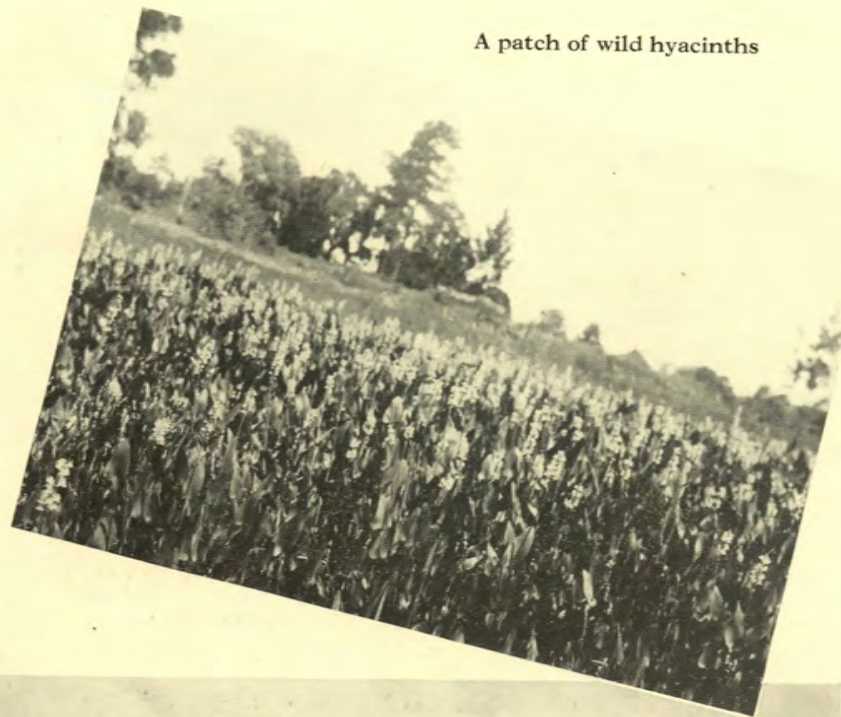




Left to right, two guides, Mr. Joerns, Col. Reeves, Mr. Hesson and Mr. Turnes, eating lunch on the shore of the Gulf on a recent fishing trip. The other member of the party, Mr. J. Roy West, of Chicago, took the picture.



A beautiful lake in the woods near Hampton Springs



A patch of wild hyacinths



Young Heron, wild, but tame, on Bird Island, in the Gulf, near the mouth of the Fenholloway River. Photo by Mr. C. W. Melcher of Hinsdale, Ill.





The Fenholloway and Econfena Rivers are beautiful and wild—teeming with game fish of many varieties—and they "sho' do bite." This is the Fenholloway.



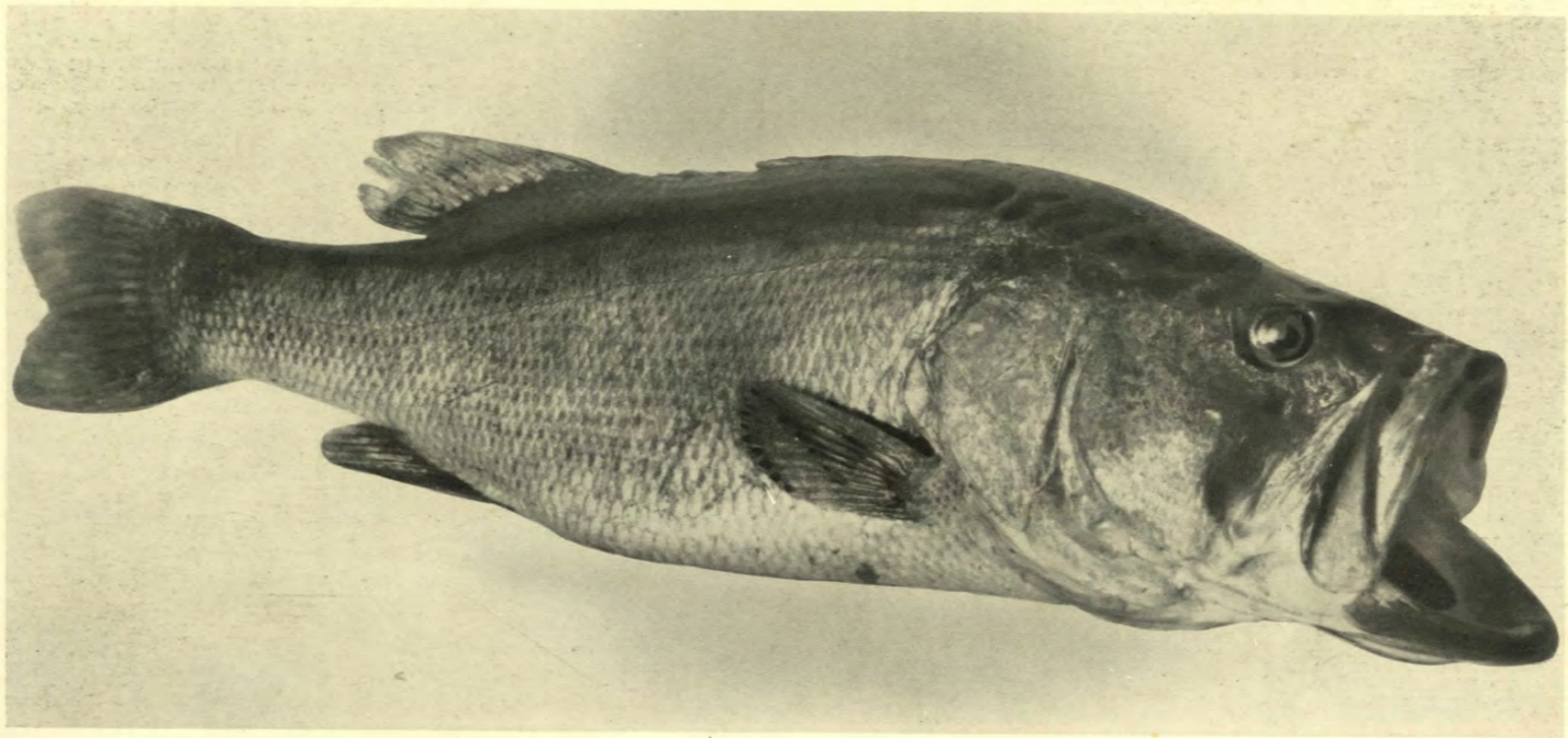
# Taylor County Is the Last Frontier

## *A Hunting and Fishing Paradise*

**W**ILD geese, duck, wild turkey, quail, deer and other game is actually plentiful. The Club is purchasing 3,000 acres of this wild hunting land with about two miles of frontage on the Gulf of Mexico, and including the mouth and several miles of frontage on the beautiful Econfena River.

Here the fisherman needs no luck. The Fenholloway and

Econfena Rivers and the Gulf are teeming with fish. Fresh or salt water fishing as you like it. Casting, still fishing, or deep sea fishing! Bass, trout, brim, pickerel, red snapper, red fish, tarpon, king fish, sail fish, baracuda, sea bass, shark—an almost endless variety and unlimited supply. No man need come back empty handed or unsatisfied.





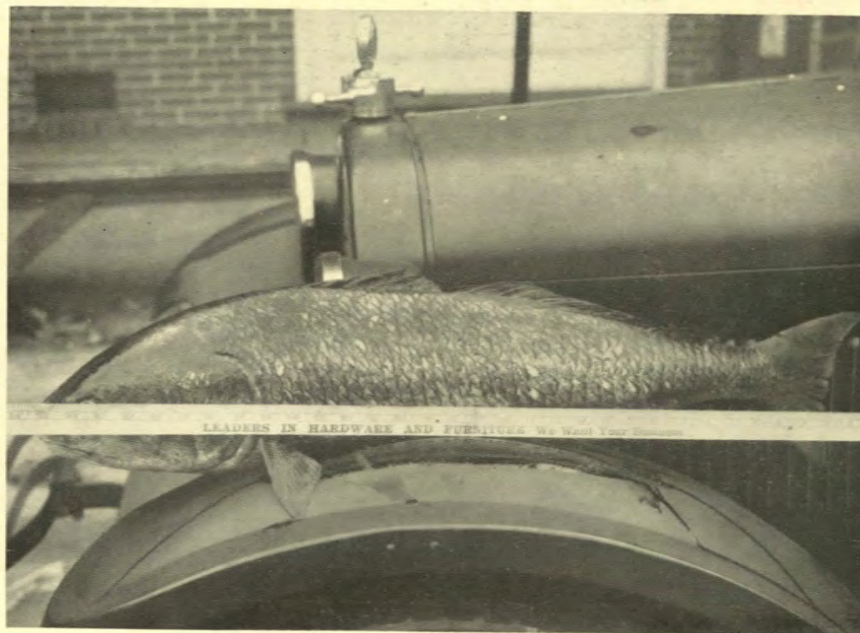


## Bring Your Gun and Rod and Reel

WHENEVER you come to Hampton Springs bring your guns and fishing tackle. Boats and outboard motors can be rented, capable guides can be hired, and the chef knows how to pack a real lunch.

*Just like the memory of what  
your old favorite fishing or  
hunting grounds used to be.*

THE OLD fishing Lodge on the Fenholloway River near the Gulf is open now. Soon it will be replaced with a better one and another modern Lodge will be built near the mouth of the Econfena River, ten miles up the Gulf. The kind of hunting and fishing we have here is the kind that sends you home happy with all the game you want to carry.







Through the woods are miles and miles of almost uninhabited trails and roads for the hiker, rider or motorist—nature's virgin wilderness.



## Hampton Springs Sulphur Water Is Good For Your Health

**F**OR many years Hampton Springs Sulphur Water has been acclaimed beneficial by those suffering from rheumatism, constipation, dyspepsia, indigestion, kidney and bladder disorders, gastritis, nervousness and skin diseases. While we do not claim it a cure-all, we do know Hampton Springs Sulphur Water is good for your health. Many guests, upon leaving the hotel, arrange to have this water shipped regularly to their homes.

In marketing Hampton Springs Sulphur Water we wish to comply with the methods approved by reputable physicians. Members of the Club who are physicians will constitute or appoint a committee that will prescribe its indications and benefits. Many doctors send their convalescent patients to Hampton Springs now. We want more to do so.

It is claimed that this water contains, in a most harmon-

ious blend, Magnesia Carbonate, Potassium Chloride, Oxide of Iron, Sodium Chloride, the Sulphates of Calcium and Magnesia, but no Sulphuretted gases. Hence it is of pleasing taste, soft, light and refreshing.

### *Prices: F. O. B. The Springs*

Cases—12 Half-Gallon Bottles.....	\$6.00
Rebate for Empty when received at Springs.....	1.50
Demijohns—5 Gallons.....	4.00
Rebate for Empty when received at Springs.....	1.00

In returning empties, mark to us, show on tag who from, deliver to Express Company. Take receipt and send to us. We pay express charges on returns, and remit rebate for them same day they are received.

Where there is no authorized distributor, order direct from Springs.

Hampton Springs Properties, Inc., Hampton Springs, Florida.





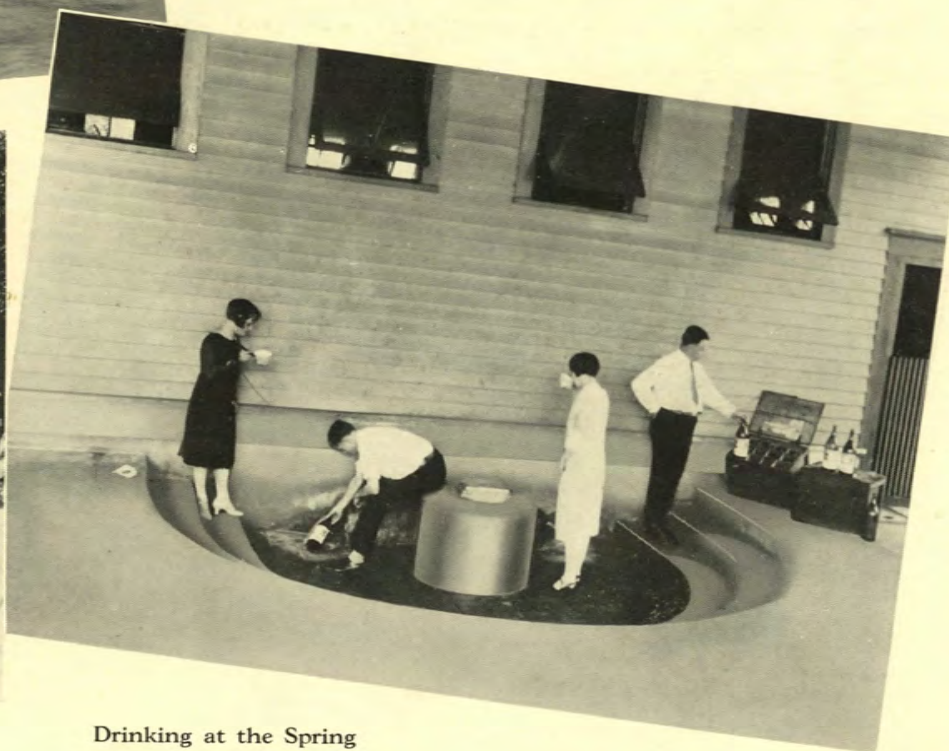
## The Bathing Pool

HEALTHFUL indeed is the Sulphur Bathing Pool at Hampton Springs. With the water an even temperature (about 70°) the year 'round, always flowing fresh and clean, three or four plunges a day are eagerly sought and delightfully enjoyed. It is planned to enlarge the pool; or to provide another, perhaps in the open air, for those who may prefer outdoor swimming.



Above, The Bathing Pool

Below, The Bath House



Drinking at the Spring





## Milk, Cream, Butter, Cheese, Broilers, Eggs and Garden Vegetables

*Fresh from our own Dairy,  
Poultry Farm and Garden.*

THE FACT that we are located in a potentially rich agricultural county gives Hampton Springs an unique advantage. Here you can enjoy rich, thick cream in your coffee, fresh fruits in season, and an abundance of good food invitingly prepared and served. Hampton Springs has a rare reputation for culinary supremacy. Eat in your play clothes.

Year after year Taylor County takes many of the leading prizes at the Florida State Fair for the excellence of its agricultural products. It is a natural grazing country. We shall be glad to furnish information regarding opportunities in farming, dairying or poultry raising.





## Even Better Railway Facilities are Now Assured!

**R**AILROAD facilities to Hampton Springs are rapidly improving. This most beautiful section of all Florida, where the summers are cool and the winters are summer, is at last being placed on the main highways of through railroad travel.

The Atlantic Coast Line Railway has *completed* its new main line down the West Coast of Florida and is expected to commence service at an early date. This road has also acquired control of the L. O. P. & G. Railway which passes through Hampton Springs.

The Seaboard Air Line Railway has acquired the G. F. & A. Ry. and also the South Georgia Ry. which terminates at Hampton Springs; and is about ready to start building its main line down the west coast of Florida.

All of these railroads meet at Perry, the County Seat of our county, and only five miles from Hampton Springs. Bus and taxicab service is provided from Perry to Hampton Springs for members or guests who leave the train at Perry.

It is to be hoped that the Atlantic Coast Line will shortly render service over its recently completed new road to Perry. Then through sleepers from Chicago to Perry will be available over the Illinois Central, C. & E. I., Monon or Big Four.

Until then we recommend that our members and guests have their tickets routed from Chicago or other northern points over the Big Four via Cincinnati; from Cincinnati to Adel, Georgia, over the Southern; and from Adel direct to Hampton Springs over the South Georgia. Thus you can leave Chicago at 10:10 A. M. and without changing cars arrive in Adel, Georgia at 3:30 the next afternoon. Here you change cars to the South Georgia and arrive at Hampton Springs at 7:10 P. M. in time for dinner, only 32 hours from Chicago.

Members and guests from New York, Washington or other eastern points are advised to go via Jacksonville, and then over the Atlantic Coast Line to Perry.

Please feel at liberty to write, telephone or wire our Chicago Offices for Railroad Information. We shall be glad to arrange your reservations for your greater comfort and convenience.

This first map of Florida shows the railroad situation a few months ago. To go from Chicago to Tampa you had to go via Jacksonville, crossing the state twice. Even going from Tallahassee (the state Capital) to Tampa you had to cross over to Jacksonville.



The lower picture shows the new through, mainline Railroads bringing Perry, Tampa, St. Petersburg, Palm Beach and Miami about 200 miles closer to Chicago. You can NOW leave Chicago at 10:10 A. M. and arrive in Hampton Springs at 7:10 P. M. the NEXT day. Taylor County, over night, has become the gateway to the West Coast of Florida. All these railroads cross and meet in TAYLOR COUNTY; one of the richest agricultural counties in the South—three or four crops a year—no winters—delightful the year around!





J. H. SCALES, President  
E. G. SWARTZ, Vice President  
J. C. GROUND, Vice President  
L. O. BLUE, Cashier  
J. C. CALDWELL, Asst. Cashier  
HAROLD P. ADAMS, Asst. Cashier



CAPITAL \$100,000.00  
SURPLUS \$50,000.00

PERRY, FLORIDA  
Sept. 1, 1927.

Mr. Arnold Joerns,  
360 Wrigley Building,  
Chicago, Illinois.

Dear Mr. Joerns:

We are much pleased with the fact that you and your associates have acquired the Hampton Springs properties, and wish to extend congratulations to you. There is a wonderful opportunity under proper and experienced management in connection with the hotel and also the Sulphur Springs in connection therewith.

Hampton Springs is well and favorably known through the entire Southeast and the medicinal and curative qualities in the waters of Hampton Springs are recognized throughout the country.

Hampton Springs is located on one of the most beautiful streams in Florida and is less than fifteen miles from the Gulf of Mexico and within a stones throw of what is perhaps the best hunting and fishing grounds in the state of Florida. It is easily accessible to the Gulf by small motors on the Fenholloway River, affording splendid fishing, both fresh and salt water. Quail, Squirrel, duck, wild turkey, deer and bear hunting can be had in abundance within ten to thirty minutes from the hotel.

The possibilities of the Hampton Springs property to be made into a health and pleasure resort and a successful financial operation are splendid and we predict that you will enjoy this success under your careful management.

You will find a splendid atmosphere of cooperation from the citizens of Perry and Taylor County and the officers of this bank extend to you a cordial invitation to avail yourselves of our services and with high personal regards, we are

Very truly yours,

*J. H. Scales*

J. H. Scales, President.

JHS:ve



# 7865 FIRST NATIONAL BANK OF PERRY

CAPITAL \$50,000.00  
SURPLUS \$50,000.00

PERRY, FLORIDA.

August 19, 1927.

Mr. Arnold Joerns,  
c/o Hotel Hampton,  
Hampton Springs, Fla.

My dear Mr. Joerns:

I have just read with much interest and pleasure your letter as published in the local paper advising that you and associates have taken a ninety-nine year lease on Hotel Hampton properties and outlining the many improvements and additional attractions which you propose.

I am delighted with the fact that you are taking over these properties and feel quite sure that the venture will be successful under your able guidance.

There is not a more picturesque spot in Florida, in my opinion, than the location of Hotel Hampton, and with the advantages of the Fenholloway and Econfinia rivers, the Gulf of Mexico and the splendid hunting grounds lying between the two rivers a person looking for some place to get away from the hum drum of life should certainly find all that could be desired.

Wishing you every success in this venture, I am, with warm personal regards,

Yours very truly,

*E. G. Swartz*  
Vice-President.

WLW:h

J. H. LOUGHRIDGE, President  
W. L. WEAVER, Vice President  
S. H. PEACOCK, Vice President  
D. F. BLAYTON, Cashier  
E. F. STRICKLAND, Asst. Cashier